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Note for Rafferty, Shelby

From: Rafferty, Shelby

Date: Tue, Nov 22, 1994 9:23 AM

Subject: FW: '95 Programs

To: de Castro, Jose

Cc: Kiernan Holmes, Jeanne

Jose,

I have set up a 1-800 # for consumers to call for questions concerning their conintuity orders in direct mail only. Monica Sullivan from Kowal & Associates has requested information on the program (they are the people who provided the 1-800# and who supervise the operators who answer the phone #). Please provide her with the information requested and cc: Jeanne and myself. Thanks!

2045558462

From: Sullivan, Monica(Kowal) on Tue, Nov 22, 1994 9:18 AM
Subject: '95 Programs
To: Rafferty, Shelby
Cc: Blohm, Susan; Gotti, Robert; Hicks, Marcia(Kowal)

Shelby,

I just wanted to confirm your new 800 number for the February '95 continuity program:

800-494-6444

Please let me know if you have any questions. We would need info. on the new program in December, including:

Items
Rules (maximum per person allowed)
Wash/care instructions
Country of origin (manufacturer)
UPC values
S&H
start/end dates
Can people from Kansas participate?
Do you want to provide the mail piece to people who call us, or is it strictly for people on your mailing list?
Return policy (do you want to replace damaged items, or ask consumers to send it back -- at their cost?)
Can we have samples for Sitel?
Do you want to participate in training of call center reps?
Do you have a small token item for the reps working on your program?
Will there be any media?
Do you want to track where consumers see the 800#?

This is just a start. Marcia will help you further...

Thanks,

2045558462A

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